

MEASUREMENT OF VALUES RELATING
TO KITCHEN DESIGN

by

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INTRODUCTION

The inclusion of work simplification principles has been a major objective of home economists when teaching kitchen planning. It has been the objective of the housing and home management specialists of Mississippi Agricultural Extension Service for more than twenty years. There is some evidence of results reflecting acceptance of this objective. However, in spite of efforts to educate Mississippi Home Demonstration Club women to appreciate the importance of work simplification in planning kitchens, many of the kitchens judged by the writer, during the annual kitchen improvement contests, scored low on the application of the principles of work simplification. Many women tend to accept the currently popular "thing to do" without much thought of the convenience brought about by the application of those principles. What-not shelves on each side of the window were the fad at one time. More recently, among other things, it has been wrought iron door pulls and hinges. Women also make statements in casual conversation that indicate they rate highly factors other than work simplification.

Choices are influenced by personal values, along with other considerations. The values influencing the selection of kitchen design have been classified by a group at Cornell University as social standing, physical convenience, aesthetics, and family-centered living. Social standing places the emphasis on what other women have or are accepting. Physical convenience, a result of work simplification, emphasizes arrangement of storage and space to save time and energy. Aesthetics emphasizes color, texture, proportion, and balance. Family-centered living emphasizes a close social and psychological relationship with the family.

Although aesthetics, social standing and family-centered living are worthy values, physical convenience, to reduce time and effort for performance of tasks, deserves attention. A view of what is now known about kitchen activities of the homemaker lends proof to this fact.

Studies of time spent in household tasks indicate that women continue to spend much time in food preparation, food preservation, and clean-up tasks. A New York study showed that farm women spend about a fourth of household-task time on food preparation alone (Wiegand, 1954). A study in Wisconsin revealed that more than a third of the time spent on household tasks was used for food preparation and clearing away (Cowles, et al., 1956). In a nationwide study 40 percent of the homemakers said food related work required more time than other work, and almost 60 percent of the women considered use of time to be their hardest problem (Hunter, 1961). Thus these kitchen activities continue to consume an important portion of the homemaker's time. The application of work simplification principles to kitchen design could reduce this time, according to research findings in this area. Do women recognize the potential savings to be had through work simplification? Would they more readily accept work simplification if the other values they apparently rate highly were also emphasized when programs are presented on kitchen design?

A review of the literature on housing values indicated that family centrism, social standing, physical convenience, and aesthetics are values which should be recognized and considered. This study was designed to provide selected Mississippi Home Demonstration Club leaders with the opportunity to express preferences for three of the values - physical convenience, family-centered living, and social standing. It was hoped that the expression of

values by the Home Demonstration Club leaders would provide a basis for evaluation and revision of the kitchen planning programs of the Mississippi Agricultural Extension Service.

The objectives of this study were: (1) to test the hypothesis that of the values relating to kitchen design, physical convenience was more important than social standing and family-centered living to selected Mississippi Home Demonstration Club leaders; and (2) to determine the relationship, if any, of dominant value to age and education of the leaders, and number and ages of children living at home.

REVIEW OF LITERATURE

Literature reviewed for this study includes the definition of values, studies of values relating to the home, and more particularly the study of values relating to kitchen design, which is the concern of this study.

Values are variously defined. Williams (1951, p. 375) defined them as "... 'things' in which people are interested--things that they want, desire to be or become, ... worship, enjoy." He thought of values as pattern principles that guide action, as representing emotional mobilization, as criteria by which goals are chosen, and as being important. His suggestion of the possibility of studying values through the study of choices served to encourage this study. Other workers in the field have stated that values are based on a number of factors, including attitudes, which in turn are determined by cultural background, education and experience.

Social and behavioral scientists have only recently recognized that choices are guided by value assumptions, according to Von Mering (1961, p. 4) who stated

that it has been only in the past two decades that these scientists have become "... aware that man's goals and particular way of doing things constitute an interdependent process." He added that values or attitudes have come to be seen as "tools" used in the processes of choosing and selecting courses of action. Today social scientists are extensively and intensively studying the role of attitudes, interests, and values in human conduct.

Values Relating to Housing

Although social scientists have been interested in the effect of values on human conduct for a comparatively short time, interest in values by workers in the field of housing is even more recent. The application of values in the choice of a house has been emphasized and in three studies: Cutler (1947) at Cornell University constructed a home values test, and later Beyer et al. (1955) at Cornell University, and Montgomery et al. (1959) at Oklahoma State University did further study on values as related to housing.

The importance of values in any study of housing lies in their relationships to motivations, because values tend to establish direction in which action is taken, according to Beyer (1959). He warned, however, against regarding values as motivations per se.

The first work on housing values, by Cutler (1947) at Cornell University, had as its purpose the development of a "... device that would enable individuals and families to think through their housing problems in terms of needs and preferences of family members." Ten basic values, related to the home, were selected to test and use in the construction of the device; namely, beauty, comfort, convenience, location, health, privacy, safety, personal interest, friendship activities, and economy. Statements were made to describe each

value, and these statements were used in the construction of the schedule for use in interviewing families.

Fifty rural families in New York cooperated in testing the Cutler device by placing all ten statements in rank order. Respondents also expressed value preferences through a forced-choice technique with each statement being paired with every other statement.

In developing and testing the device, Cutler discovered that privacy and beauty were ranked lowest by all 50 families. There was no dominant value among all respondents, but the top ranking value varied with the different income groups. Wives of the upper income group ranked comfort and friendship activities highest. Those in the middle income group ranked friendship activities, health, and comfort highest in that order, while the lower income group placed economy, safety, and health highest in order given.

The second study was that of the Cornell Value-Study group headed by Glenn Beyer, Director of the Housing Research Center, assisted by Thomas Mackesey, Dean, College of Architecture; James Montgomery, Associate Professor, Housing and Design; and Bernard Goldman, Department of Psychology, Buffalo University. This more intensive study was done beginning in Buffalo in 1952 with 1,032 urban families cooperating. In 1955 two additional surveys were made; one with 700 rural families in the Central Plains area of New York and the other with 1,000 urban families in Binghamton, Endicott, and Johnson City.

This group sought to determine the basic motivations that families have in buying a house with the idea in mind that these motivations are based upon family patterns of living, which in turn are formed by the family's scale of values. As stated by Beyer (1955) "Only by bringing to light these basic

values can we hope to learn how to produce rational shelter that will accommodate and implement family life."

In order to select the values relating to housing, the workers tentatively chose a group of values for consideration. Intensive interviews were conducted with a few informants who were considered to be sufficiently sophisticated and able to verbalize their deeper feelings about values. A questionnaire was prepared with nine values chosen for study: economy, family centrism, physical health, aesthetics, leisure, equality, freedom, and mental health. Scale-analysis and forced-answer techniques of measuring values were employed.

Three to five statements were prepared for each of the nine values and worded so the respondent could easily agree with one, less easily agree with another, and agree with difficulty with others. Respondents rated these statements as to intensity of agreement. Also using the forced-answer technique, they ranked another set of nine simple statements about the values to determine the three most important and the three least important.

Results indicated that most people have a hierarchy of values, and that the four top ranking values were similar among the three groups interviewed. Family centrism and equality appeared to be the dominant values, followed by physical health and economy, with freedom near the middle of the hierarchy. The other four values, mental health, leisure, prestige, and aesthetics, were less important to the respondents (Beyer, 1959).

Montgomery et al. (1959), in stating the problem and purpose behind the rural housing study in Oklahoma, pointed out that great effort is being exerted toward increasing farm production and income, but little interest is directed

toward farm family housing. He added that general literature on housing reflects much urban bias and there is a need for more knowledge about the values held by rural families in regard to their homes.

The Oklahoma group interviewed 212 rural families. The values used were beauty, economy, comfort, privacy, family-centeredness, and social prestige. Respondents were presented six statements about the values and asked to rate each statement on three levels of importance, and to rank the values in order of importance. Comfort, economy, and family-centeredness were discovered to be the dominant housing values, with privacy and social prestige ranking much lower. Beauty was regarded as even less important than the other five values.

The values included in all these studies were similar. Some were identical; beauty and economy appeared in all three studies. Comfort and privacy were included in the Cutler and Montgomery studies, while family-centeredness and social prestige were used by both Beyer and Montgomery. Other values were closely related: freedom to privacy and personal interests, social prestige to location, and leisure to friendship activities and personal interests. Cutler's values of comfort, safety, and convenience related to physical and mental health. Equality and family centrism from the Beyer values appeared broader and more inclusive than those set up by Cutler.

In general these three studies not only tended to test the same values, but the results tended to be similar, with the Oklahoma study verifying the findings in both the other studies. The three values (comfort, economy, family-centeredness) which ranked high in the Oklahoma study also ranked high in one or both of the others; those that ranked low (beauty, privacy, social prestige), also ranked low in one or both of the other studies.

The values used in each of the three studies and the results of the ranking in each study are summarized in Table 1.

Table 1. Rank order of housing values in three studies.

Cutler (50 rural families)			:	Beyer (2032 urban : and 700 rural : families)		:	Montgomery (212 rural families)
High income	Medium income	Low income	:			:	
<u>High Ranking</u>							
Comfort	Friendship activities	Economy		Family centrism			Comfort
Friendship activities	Health	Safety		Equality			Economy
<u>Medium Ranking</u>							
Health	Comfort	Health		Physical health			Family- centered- ness
Convenience	Convenience	Comfort		Economy			
Personal interest	Location	Convenience		Freedom			Privacy
Safety	Safety	Friendship activities					
<u>Low Ranking</u>							
Privacy	Personal interest	Location		Leisure			Social prestige
Location	Economy	Personal interest		Mental health			Beauty
Beauty	Privacy	Privacy		Social prestige			
Economy	Beauty	Beauty		Aesthetics			

Values Relating to Kitchen Design

The relationship of human values to kitchen designs was recognized about the same time as the relationship of values to the house. One investigation, headed by Beyer, was made by an interdisciplinary group from architecture, home management, social psychology, and agricultural engineering at Cornell University. In reporting on this investigation, Beyer (1952) stated, "With the recent advances made by social sciences, it has become evident that such disciplines as sociology and psychology have important contributions to make even in the problem areas of cabinet design and kitchen arrangement. These disciplines materially assist us in determining the 'human' requirements of kitchen design."

The group named and described four values that were considered as "... the homemaker's emphasis (consciously or unconsciously) on: (a) family-centered living, (b) social standing, (c) physical convenience, and (d) aesthetics." The author adds that "... further research undoubtedly will add to or revise these classifications."

Family-centered living was described as placing emphasis on features permitting close family relationships; social standing with emphasis on what the social peers have and accept in their kitchens; physical convenience with emphasis on the arrangement of storage and space that will conserve time and energy; and aesthetics with emphasis on pleasantness of color, lines, form, proportion, and balance.

The similarity of these values to those studied in relation to housing is noteworthy. Physical convenience was not named by either Beyer or Montgomery, but some of the same qualities were implied in the value physical health used

by Beyer, and comfort used by Montgomery. The values of aesthetics, social standing, and family-centered living were included by both Beyer and Montgomery.

Although no study of these values has been reported by Beyer, he believed that this investigation represented "... a beginning in the investigation of the relationships between physical factors, on the one hand, and the socio-psychological on the other, as they influence improvements in kitchen design." His beginning served as a basis for the present study.

METHOD OF PROCEDURE

The objective of this study was to estimate which of three values, physical convenience, family-centered living, or social standing relating to kitchen design was most important to selected Mississippi Home Demonstration Club leaders. To measure the importance of these values a testing instrument was devised. The development of the instrument involved collecting and classifying statements about the values, and preparing the schedule. Other steps included the choice and location of the respondents, and the collection and treatment of the data.

The aesthetic value was omitted from this study because the collected statements relating to it were vague and indefinite. The value was also found to be difficult to measure, and the results of the three housing value studies indicated beauty was not highly regarded. Although social prestige was also low in regard in two of the studies, it was considered to be important to Mississippi Home Demonstration Club leaders.

Development of the Schedule

It was assumed that an attempt to measure values as such would meet with resistance from the respondents. Straus (1957) said that few respondents would or could willingly reveal anything so basic about themselves. Values were measured by techniques which disguised the true nature of the trait being measured. Two disguised-direct techniques (Straus, 1957) were selected: intensity of agreement and forced-choice.

The intensity of agreement technique involved a list of statements to which the respondents indicated intensity of agreement from strongly agree, agree, undecided, disagree to strongly disagree.

The forced-choice technique presented pairs of items from which the respondent was to choose the one that most nearly described her preference. In this case both of the paired items were statements considered to be related to each of the values.

Preparation of Statements. Statements about kitchens, in terms of the values, worded in the respondents' own language were sought. In order to collect the statements a letter (see Appendix A) was sent to the Home Demonstration Agents in eight Mississippi counties requesting club members to make descriptive statements of their idea of what a kitchen should be. Statements from 106 members in five counties were received.

Using these statements and some from other members of the Department of Family Economics at Kansas State University, a list of statements which were considered descriptive of the three values was prepared. A few unrelated statements were also included for checking the accuracy of the classification and sorting of the statements. The presumed value related statements were

divided about evenly among the three values.

Classification of Statements. To classify the 33 selected statements in an unbiased manner according to values represented, and to rank them in order of importance to each value, a panel of 44 judges was asked to react to the statements. The judges were from the Federal Extension Service, Agricultural Extension Services of Alabama, Georgia, Nebraska, Kansas, and Mississippi, professors from the field of Family Economics, members of the Home Economics research staff at Mississippi State University, graduate students, and home economists in business from the electric utility field. (See Appendix B for list of judges.)

The directions given the judges were: (1) sort each statement according to the value it described; and (2) rank the statements in order of importance under each value. (See Appendix C for instructions and list of statements sent to judges.)

The classification and rank ordering of 29 judges determined the statements used in the schedule. One judge could not cooperate, two returned their responses too late to be used, and 12 classifications were not used because a statement had been inadvertently omitted from the letters of instructions. This statement was, "A kitchen should be work-saving so the homemaker could spend more time with her family."

The rankings of the judges were weighted and compiled in the following manner: a statement placed first under a value scored 15 points; placed second, 14 points; placed third, 13 points; and so on down. The scores for each statement were totaled. The statements receiving the highest scores under a value were used (see analysis and interpretation of the data for the rankings of the statements by the judges, Tables 5, 6, 7 and 8). This method

resulted in 15 statements: five relating to physical convenience, five relating to family-centered living, and five to social standing. They were:

Physical Convenience:

1. A kitchen should be planned and arranged to permit the homemaker to do her work easily and quickly.
2. A kitchen should have work centers with the supplies and equipment stored in each center.
3. A kitchen should have cabinets of convenient height for the homemaker.
4. A kitchen should be well lighted with natural and artificial lighting. It should have a light source at each area like the sink, range, and mix area.
5. A kitchen should have utensils and supplies at first point of use and within easy reach for the homemaker.

Family-centered Living:

1. A kitchen should be a part of the family room so the family can spend more time together.
2. A kitchen should be work saving so the homemaker could spend more time with her family.
3. A kitchen should be attractive so the family will enjoy it.
4. A kitchen should please the family no matter what others may think.
5. A kitchen should be large enough to have room for young children to play.

Social Standing:

1. A kitchen should be one that friends and neighbors admire.
2. A kitchen should have built-in oven and surface units in order to be modern.

3. A kitchen should be attractive enough to invite friends in for a cup of coffee or a visit.
4. A kitchen should be the most modern room in the house with such things as stainless steel or copper used, and exhaust fan over the range.
5. A kitchen should be the most modern room in the house with decorator hinges and pulls on the doors, stainless steel or copper, exhaust fan over the range, and cabinets of wood paneling.

The fourth and fifth statements relating to social standing were considered to be similar so the fourth was omitted in the construction of the schedule.

The Schedule (see Appendix D). The schedule consisted of three parts: personal data, statements to be rated as to intensity of agreement, and paired statements for the forced-choice technique.

Information sought in the personal data section included the age and education of the respondent and the number and ages of children living at home (Appendix D, first page). Additional information was also collected for later use in preparing materials and lessons related to existing housing situation and attitudes (see Appendix D, second page).

The second part of the schedule presented 14 statements, arranged in decreasing order of importance as established by the judges. The statements relating to each value were placed in sequential order. A family-centered living statement was first, a physical convenience statement followed, and a social standing statement placed last in the series. (See Appendix D, third and fourth pages.) Respondents were to indicate their attitude toward each

statement by rating it on a five point scale of agreement: strongly agree, agree, undecided, disagree, strongly disagree.

The forced-choice between statements relating to the values was used for the third and last part of the schedule. The three highest ranking statements for each of the three values were paired with each other. Use of all 14 statements would have made the schedule long, time consuming, and confusing. Statements were randomly distributed in the pairings so one statement would not tend to appear more frequently at either end of the 36 pairs, or more frequently as first of the pairs. (See Appendix D, fifth through tenth pages.) Respondents were to choose the statement in each pair that best described the situation they preferred.

Twenty-seven leaders, representative of the group to be used in the study, pretested the preliminary schedule. As a result of their reaction to the statements the wording was changed from "A kitchen should be..." to "I would like my kitchen to be...", because this study was intended to measure what the leaders valued personally, and not what they thought a kitchen ought to be.

The schedule was coded wherever possible for tabulation on International Business Machines, with each question being given a column and each answer a number within the column. All questions were precoded with the exception of the 14 intensity of agreement statements which were later coded by hand. A formula was devised for the Computing Center programmer to use in summing the responses to the statements.

The Sample

A sample of respondents as representative as possible of the population was desired. Advice as to where the respondents might be obtained was sought from the Leader of Extension Studies. Factors considered in the selection of the counties were:

1. Geographic distribution over the state.
2. Distribution among Extension districts.
3. Major soil types in the state: Delta, Brown Loam, Sand Clay Hills, and Long Leaf Pine.
4. Type of farming operation.
5. Various income levels as determined by the 1950 Census.
6. Rural and urban membership in the Home Demonstration Clubs.

The data were to be collected by the writer in the performance of her duties as subject matter specialist with Mississippi Extension Service so a random sample was not practical. The counties used were: Amite, Benton, Chickasaw, George, Hinds, Holmes, Jasper, Lauderdale, Leake, Pearl River, Pontotoc, Quitman, Sunflower, Walthall, and Yalobusha. (See map for location of these counties, Appendix E.)

The counties were distributed between the four main soil types in the state. These soil types play an important part in determining the level of living as they describe the topography, dictate the type of farming operation, determine the productivity of the farms which in turn determines the income of a large portion of the population.

Counties predominantly of one of the four main soil types*:

* Soil Map of Mississippi, published by State Department of Agriculture.

Sunflower	Delta
Quitman	Delta
Hinds	Brown Loam
Yalobusha	Brown Loam
Lauderdale	Sand Clay Hills
George	Longleaf Pine
Pearl River	Longleaf Pine
Walthall	Longleaf Pine

Counties of varied soil types, including the lesser types:

Holmes	Delta and Brown Loam
Benton	Sand Clay Hills, Brown Loam, and a mixture of the two
Leake	Sand Clay Hills and a mixture of Brown Loam and Sand Clay Hills
Amite	Mixture of Brown Loam and Sand Clay Hills, and the Longleaf Pine type
Jasper	Sand Clay Hills and Prairie
Chickasaw	Prairie, Pontotoc Ridge, and Flatwoods
Pontotoc	Pontotoc Ridge, Flatwoods, and Sand Clay Hills

These counties included the primary sources of income through agriculture found in the state: cotton, livestock, dairy, and nuts. Table 2 shows the main type of farming operations in each county as well as the largest numbers of farms per county.

Information as to sources and amounts of income was obtained on a county basis from the U. S. Bureau of the Census, Census of Agriculture: 1959 Part 33, and the U. S. Bureau of the Census, Census of Population 1960 Number 26. The

Table 2. Type farming operations by counties.¹

Counties	: Largest No. farms	: 2nd largest	: 3rd largest
Amite	Dairy	Livestock	*
Benton	Cotton	Livestock	*
Chickasaw	Cotton	Livestock	Dairy
George	Livestock	*	*
Hinds	Cotton	Livestock	*
Holmes	Cotton	Livestock	*
Jasper	Livestock	Cotton	*
Lauderdale	Livestock	Cotton	*
Leake	Cotton	Livestock	*
Pearl River	Nuts	Dairy	*
Pontotoc	Cotton	Dairy	*
Quitman	Cotton	*	*
Sunflower	Cotton	*	*
Walthall	Dairy	Cotton	Livestock
Yalobusha	Cotton	*	*

¹ U. S. Bureau of the Census, Census of Agriculture: 1959. Part 33
Mississippi County Table 5, Types of Farms.

* Less than 100 farms devoted to a farming operation.

median income for families in these 15 counties ranged from \$1,453 in Holmes county, with a large colored population, to \$4,783 in Hinds county where the state capitol is located. The median income per family for all 15 counties

was \$2,475 as compared to the state median of \$2,884. The median income for white families in the state was \$4,209 (Census of Population 1960, Tables 65 and 85). No study has been made of the income level of Home Demonstration Club members, but it is assumed by Extension Service Economists to be near the state median for white families.

The Respondents

The respondents were leaders of Mississippi Home Demonstration Clubs from the counties selected for the sample. They were either local club officers or subject matter leaders, usually elected by the club membership or appointed by the club president, and were expected to attend the meetings. Although these women are leaders, in most of the Home Demonstration Clubs in Mississippi every woman eventually serves in some capacity, so the respondents were not necessarily the elite of the club. Since they were not selected as a random sample, the respondents could not be considered representative of Mississippi homemakers or Mississippi Home Demonstration Club members.

These are the leaders which the Extension subject matter specialists work with, through which they must communicate, and who take the lessons to the members. Therefore, it was this group and their values as related to kitchen planning that was important in this study.

Collection of Data

Trips to the counties were made during the Spring of 1961 when either of two meetings, County Council or Leader Training, were held. The data were all collected by the writer with the exception of those from George County, where it was not possible to attend a meeting and the home demonstration agent

collected the data. The schedule was presented at the beginning of the meetings in most instances. Two hundred thirty-nine schedules were complete enough to use, and 41 others were received in an incomplete state. The completed schedules were edited for inconsistencies and numbered for final coding.

Treatment of Data

Preparation of the schedules had included as much coding as was possible to permit counting and sorting by IBM. Each response had been numbered previously with the exception of the 14 intensity of agreement statements. Variations as to intensity of agreement were anticipated with each response to receive a weighting of from "five" for strongly agree to "one" for strongly disagree. However, the responses tended to occur at the strongly agree end of the rating and did not vary as expected. The responses dictated a change in procedure. Weights used in the final coding were one for strongly agree and agree, and zero for undecided, disagree, and strongly disagree.

Two IBM cards were prepared for each respondent with the first card reproducing the responses from the schedule. The second card reproduced the personal data and the summed responses relating to each value of both the intensity of agreement and forced-choice statements. The programmer was provided with the codes for summing this information. Statistical analysis included use of the usual chi-square tests.

RESULTS AND DISCUSSION

Data are presented estimating Mississippi Home Demonstration Club leaders' dominant values as determined by two disguised-direct techniques: intensity of agreement, and forced-choice.

Factors considered related to dominant values were: age of respondent, education of respondent, number, and ages of children living at home. These factors were used as independent variables in analyses made of dominant values.

Analyses were also made of respondents' agreement with the rank ordering by the judges of certain statements about each of the values. In addition, respondents' reaction to the family-living statement, "I would like my kitchen to be large enough to have room for young children to play," was analyzed. The influence of factors considered related to this statement was also investigated.

The Respondents

The respondents were 239 white Home Demonstration Club leaders from 15 counties (see map of state, Appendix E). Four counties were located in each of 3 Extension districts: Southeast, Southwest, and Northwest, with the other 3 counties being in the Northeast District. There were 51 usable schedules from the Southeast district, 79 from the Southwest, 60 from the Northwest, and 49 from the Northeast.

Age and Education of Respondents. The respondents were asked to check the age grouping nearest their own. Table 3 shows the distribution.

Most of the respondents were middle aged. Nearly 58 percent were between 36 and 55 years of age, and only 10 percent of the respondents in this study were under 25 and over 65. The ages of the respondents in this sample were not unlike those in a study made in 1956 of all Mississippi Home Demonstration Club members in which 45 percent were between 30 and 49, and 45 percent over 50, or 90 percent were 30 years and older (Dunn, 1956).

Table 3. Respondents and children by age of respondents.

Age of respondent	Respondents		Children	
	Number	Percent	Number	Percent
Under 25	5	2	4	1
26 - 35	30	13	65	22
36 - 45	73	30	142	48
46 - 55	65	27	59	20
56 - 65	47	20	16	6
Over 65	18	8	1	*
No answer	1	*	9	3
All	239	100	296	100

* Less than 1 percent.

The education of the respondents was measured in terms of last grade completed. The education of 3 groups of Mississippi white women is presented in Table 4: 1956 Home Demonstration Club study, the current study of Home Demonstration Club leaders, and U. S. Bureau of the Census, Census of Population 1960 (Table 47).

The Home Demonstration Club leaders in the present study were better educated in terms of completing high school and attending college than the women in the 1956 Home Demonstration study and also than all white women in Mississippi in 1960. Forty-one percent had finished high school as compared to 34 percent and 28 percent respectively for the other women. The present study included a slightly lower percentage of college graduates than the other two studies.

Part of the difference in education can be explained in that the Census of Population 1960 included women 25 years and older while the other two studies included women of any age as long as they were members of a Home Demonstration club. According to the Census of Population, 1960 the median

years of school completed had increased in Mississippi, with the median years the white women had completed being 11.3. This would indicate that the younger women must be staying in school longer. However, in the present study only 5, or 2 percent, were under 25 years of age.

The education of these leaders might have been a factor in their being chosen to positions of leadership. Either officers or subject matter leaders attended the County Home Demonstration Councils or County Leader Training meetings where the data were collected.

Table 4. Education of white women in Mississippi and of home demonstration club women and leaders.

	All women* 1960 Census percent	:	HDC women 1956 percent	:	HDC leaders 1961 percent
Less than 8th grade	17		--		0
8th completed	14		18**		6
9th - 11th	25		26		27
12th	28		34		42
Attended college	10		15		18
College graduate and over	6		7		5
No answer					2

* 25 years and older.

** Included 8th grade or less education.

Respondents with Children Living at Home. The 239 respondents had 296 children living at home, and no attempt was made to determine the total number of children ever had. Not all of the respondents had children living at home, as the distribution was: 61 (32%) with no children; 43 (23%) had only 1 child; 39 (21%) had 2; 35 (19%) had 3; and only 5 (2%) respondents had 4 or more children living at home. Nearly a third of the respondents had no children and two-thirds had few (3 or less) children living at home (see Table 16).

The trend of younger respondents to have more children than the older respondents was as anticipated. Respondents between 36 and 45 years of age had nearly half of the children at home, 48 percent of the 296 children, which was considerably more than any other age group. Those respondents under 25 and over 55 had relatively few children at home. Thus respondents between 26 and 55 years of age had 90 percent of the children (see Table 3).

Most (76%) of the children were between 6 and 21 years of age, and slightly more than half were from 6 to under 15 years of age (see Table 17).

Classification of Statements Concerning Values Relating to Kitchens by Judges

Thirty-three statements were prepared for pretesting by judges. Most of these were considered to be related to the values being measured: physical convenience, family-centered living, and social standing.

Twenty-nine home economists served as judges¹ to verify classifications, and to rank the statements as to importance for the schedule, which was to be used in measuring values related to kitchen design. The 33 statements were placed on cards and the judges were instructed to sort the cards according to the value they believed to be expressed by the statement whether it related to social standing, physical convenience, family-centered living, or was unrelated. Secondly, they were to place the statements they had related to each value in rank order from most to least importance (see Appendix C for letter and instructions).

¹ Twelve other judges did not receive a complete set of statements so their classifications were not used.

The rankings of the judges were weighted with the statements receiving scores according to position in the rank order: 15 for first place, 14 for second place, and so on. The scores by all the judges were totaled.

Only the statements receiving the highest scores were used in preparation of the schedule. The five statements scoring highest relating to both physical convenience and family-centered living, and the four highest statements relating to social standing were used. (See Appendix D for the completed schedule.)

Tables 5, 6, 7, and 8 present each of the statements in rank order with the weighted scores.

The Dominant Values of Respondents

Intensity of Agreement. One technique used to determine the dominant value of these Mississippi Home Demonstration Club leaders was intensity of agreement method. Respondents were asked to rate the 14 statements chosen by the judges as to five levels of intensity of agreement: strongly agree, agree, undecided, disagree, and strongly disagree. The respondents' ratings of agree or strongly agree for statements relating to each of the three values were summed. The value receiving the highest score was interpreted as the respondents' dominant value. The results of this summation revealed that the respondents tended to agree or strongly agree with the statements.

The summation of respondents' rating of the statements on the five levels of intensity can be seen in Table 9 with the percentage of statements with which they agreed.

Table 5. Statements related to physical convenience.

STATEMENTS	: Weighted : scores	: Rank : order
A kitchen should be planned and arranged to permit the homemaker to do her work easily and quickly.	422	1*
A kitchen should have work centers with the supplies and equipment stored in each center.	341	2*
A kitchen should have cabinets of convenient height for the homemaker.	335	3*
A kitchen should be well lighted with natural and artificial lighting. It should have a light source at each area like a sink, range, and mix area.	319	4*
A kitchen should have utensils and supplies at first place of use and within easy reach for the homemaker.	313	5*
A kitchen should have easy to clean and care for surface on floors, counters and cabinets.	312	6
A kitchen should have cabinets adequate in size for storage of items needed in the kitchen.	306	7
A kitchen should have mixing center with all the supplies and equipment stored there.	245	8

* Used in schedule.

Table 6. Statements related to family-centered living.

STATEMENTS	: Weighted : scores	: Rank : order
A kitchen should be a part of the family room so the family can spend more time together.	358	1*
A kitchen should be work saving so the homemaker could spend more time with her family.	352	2*
A kitchen should be attractive so the family will enjoy it.	335	3*
A kitchen should please the family no matter what others think.	313	4*
A kitchen should be large enough to have room for young children to play.	299	5*
A kitchen should be the center of all activities in the home.	292	6
A kitchen should have an eating area for family meals.	263	7
A kitchen should be large enough to allow at least two members of the family to work at the same time.	244	8

* Used in schedule.

Table 7. Statements related to social standing.

STATEMENTS	: Weighted : scores	: Rank : order
A kitchen should be one that friends and neighbors admire.	326	1*
A kitchen should have built-in oven and surface units in order to be modern.	287	2*
A kitchen should be attractive enough to invite friends in for a cup of coffee or a visit.	279	3*
A kitchen should be the most modern room in the house with such things as stainless steel or copper used, and exhaust fan over range.	276	4
A kitchen should be the most modern room in the house with such things as decorator hinges and pulls on the doors, stainless steel or copper used, exhaust fan over range, and cabinets of wood paneling.	272	5*
A kitchen should be air conditioned in order to invite your friends in to visit.	252	6
A kitchen should be a source of pride and joy.	251	7
A kitchen should have natural wood cabinets and black wrought iron hinges and door pulls in order to be admired by neighbors and friends.	247	8
A kitchen should have natural wood cabinets in order to be admired by friends and neighbors.	244	9
A kitchen should be the most modern room in the house with such things as decorator hinges and pulls on the doors.	211	10

* Used in schedule.

Table 8. Statements excluded because they were ranked low by the judges.

STATEMENTS	Social	Physical	Family-
	standing	convenience	centered
	Weighted	Weighted	Weighted
	scores	scores	scores
A kitchen should have natural wood cabinets to save time in care and cleaning.	0	173	0
A kitchen should express the personality of the homemaker.	100	27	49
A kitchen should have an exhaust fan over the range.	0	155	0
A kitchen should have built-in oven and surface units for convenience.	36	118	0
A kitchen should please the homemaker regardless of what others may think.	0	41	19
A kitchen should have built-in barbecue spit in order to be modern.	193	0	0
A kitchen to be up-to-date should have a new "squared" refrigerator	195	3	0

Table 9. Number of value-related statements with which respondents agreed.

Number of statements agreed with	Physical convenience		Family-centered living		Social standing*	
	Number	Percent	Number	Percent	Number	Percent
0	0	0	0	0	0	0
1	0	0	1	1	7	3
2	0	0	8	3	44	18
3	6	3	46	19	68	29
4	32	13	100	42	120	50
5	201	84	84	35	-- *	-- *
Total	239	100	239	100	239	100

* Only four statements used.

In terms of number of statements the women agreed with, physical convenience ranked highest with 84 percent agreeing with all statements relating to this value, agreement meaning agree or strongly agree. Social standing ranked next with 50 percent agreeing with all statements. Family-centered living ranked lowest with only 35 percent agreeing with all statements. However, 42 percent agreed with four statements related to family-centered living, also indicating high agreement. The fifth family-centered living statement was disagreed with by a majority of the respondents. It was the statement, "I would like my kitchen to be large enough to have room for young children to play." (For further discussion, see the section "Reactions to a Family-centered Living Statement.")

Forty-three women (18%) agreed or strongly agreed with all statements about all of the values, indicating perhaps that they held no value as dominant. When these 43 were eliminated, the remaining 196, who did discriminate, indicated basic agreement with all five physical convenience statements. Results of their deletion was noticeable with regard to their reaction to social standing statements which dropped from 50 percent to 39 percent, and most noticeable with regard to their reaction to family-centered living statements which dropped from 35 percent to 21 percent. Data in Table 10 show numbers and percentages of respondents agreeing with each value after the 43 who agreed with all three values had been deleted.

Table 10. Number of value-related statements with which 196 respondents agreed.

Number of statements agreed with	Physical convenience		Family-centered living		Social standing*	
	Number	Percent	Number	Percent	Number	Percent
0	0	0	0	0	0	0
1	0	0	1	1	7	4
2	0	0	8	4	44	22
3	6	3	46	23	68	35
4	32	16	100	51	77	39
5	158	81	41	21	--*	--*
Total	196	100	196	100	196	100

* Only four statements were used.

The percentages of high agreement with a majority of statements related to each value can be seen in Table 10. Ninety-seven percent agreed with at

least four physical convenience statements. Seventy-two percent agreed with at least four family-centered living statements, while 74 percent agreed with at least three of the four social standing statements. This not only revealed the consistently high agreement with the statements, but also the predominance of physical convenience as the value preference. The choice between family-centered living and social standing as values was not definite.

Each respondent's preference of values as reflected by the number of statements agreed with were placed in relative rank so that the dominance of the values might be tested. The most dominant value (one receiving the highest number of positive ratings) was ranked as 1, the next 2, and the least 3. Two values receiving the same score were placed at midranks; for example, values tied for first place were given 1.5 each, and that respondent was considered as having no dominant value. Two hundred five respondents agreed with the same number of statements for two values, so the values were tied for either first, second, or third place. Therefore, the number of clear preferences were much smaller than the number of respondents. The results of this relative ranking, after ties had been eliminated, showed that as dominant values physical convenience had 69 clear preferences, family-centered living received 5 clear preferences, and social standing had 11 clear preferences.

It was hypothesized that no value was any more important (dominant) than any other value. The hypothesis was rejected as a highly significant difference in value preference was found with results indicating a strong preference in favor of physical convenience (see Table 11).

Forced-choice Technique. Another technique used to determine the dominant value was the forced-choice method. The three statements, given the highest scores by the judges for each of the values, were paired with each other.

Table 11. Rank of value preferences as determined by intensity of agreement technique.*

Relative rank	Physical convenience		Family-centered living		Social standing		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1	69**	81	5	6	11	13	85*	100
2	7	21	19	56	8	23	34*	100
3	9	7	75	53	57	40	141*	100

* All ties eliminated.

** $\chi^2 = 71.97$; 2 d.f.; $P < .01$

Respondents were asked to choose between the two, selecting the statement they preferred. There were 36 pairs which meant statements relating to each value appeared 18 times. A value could make a maximum score of 18 if the respondent chose all statements referring to that value or a minimum of 0 if none were chosen. Twelve respondents preferred all 18 statements referring to physical convenience. Seven chose all 18 referring to family-centered living. None chose all 18 social standing statements. The average frequency with which statements for each value were selected was: for physical convenience the mean was 12.1; family-centered living mean was 10.0; social standing mean was 4.6.

This also indicated the significant differences in preference of the values. To determine whether anyone of the three values was significantly dominant, use was made of the previously employed technique of ranking the values according to the frequency with which corresponding statements had been chosen.

Only 31 respondents tied values at any rank and 14 tied first choice values (for relative rank positions see Table 12).

Table 12. Rank of value preferences as determined by forced-choice technique.*

Relative rank	Physical convenience		Family-centered living		Social standing		Total	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1	137**	61	74	33	14	6	225*	100
2	62	30	113	54	33	16	208*	100
3	23	11	27	12	170	77	220*	100

* All ties were eliminated.

** $\chi^2 = 176.128$; 2 d.f.; $P < .01$.

It was hypothesized that no value was any more important than any other value. Data in Table 12 reveal a highly significant difference in importance of the three values in favor of physical convenience. The second place value preference was clearly shown to be family-centered living.

A contrast of the results of the two techniques, intensity of agreement and forced-choice, indicated the greater usefulness of the forced-choice technique. Many respondents (205) in the intensity of agreement method ranked two or more values equally, which made the number of clear preferences too small for meaningful analyses. When the respondents were forced to make a choice the results were more useful.

Physical convenience was significantly more dominant in both techniques. Social standing was the second most dominant value in the intensity of agreement as 13 percent chose it and only 6 percent chose family-centered living.

The second place value was reversed in the forced-choice technique; family centered living was clearly second with 33 percent choosing it as contrasted with 6 percent choosing social standing.

Hereafter only the respondents' first ranking value is considered in the analyses. It is estimated to be the dominant value and is referred to as such.

Figure 1 shows the comparison of the first place ranking of values (called the dominant value) by the two techniques, intensity of agreement and forced-choice.

Relationship of Certain Factors to Dominant Values

The influence of age and education on the respondents' dominant values were analyzed. The analyses were based on 225 respondents who were found to have a dominant value by the forced-choice technique.

Age of Respondent. It was hypothesized that age of respondent had no relationship to dominant value. If all three values are included the X^2 value of 13.92 with 8 degrees of freedom, is not significant at the 5 percent level. However, if the small number (14) of respondents preferring social standing are omitted, then the X^2 value of 9.50 with 4 degrees of freedom is significant at the 5 percent level. Supporting data are shown in Table 13.

Physical convenience respondents did not vary greatly from the distribution of all respondents according to age. The only variation was the relatively smaller proportion of respondents under 35 years with this dominant value.

In terms of family-centered living the respondents varied more widely than did physical convenience respondents. Larger proportions of family-centered

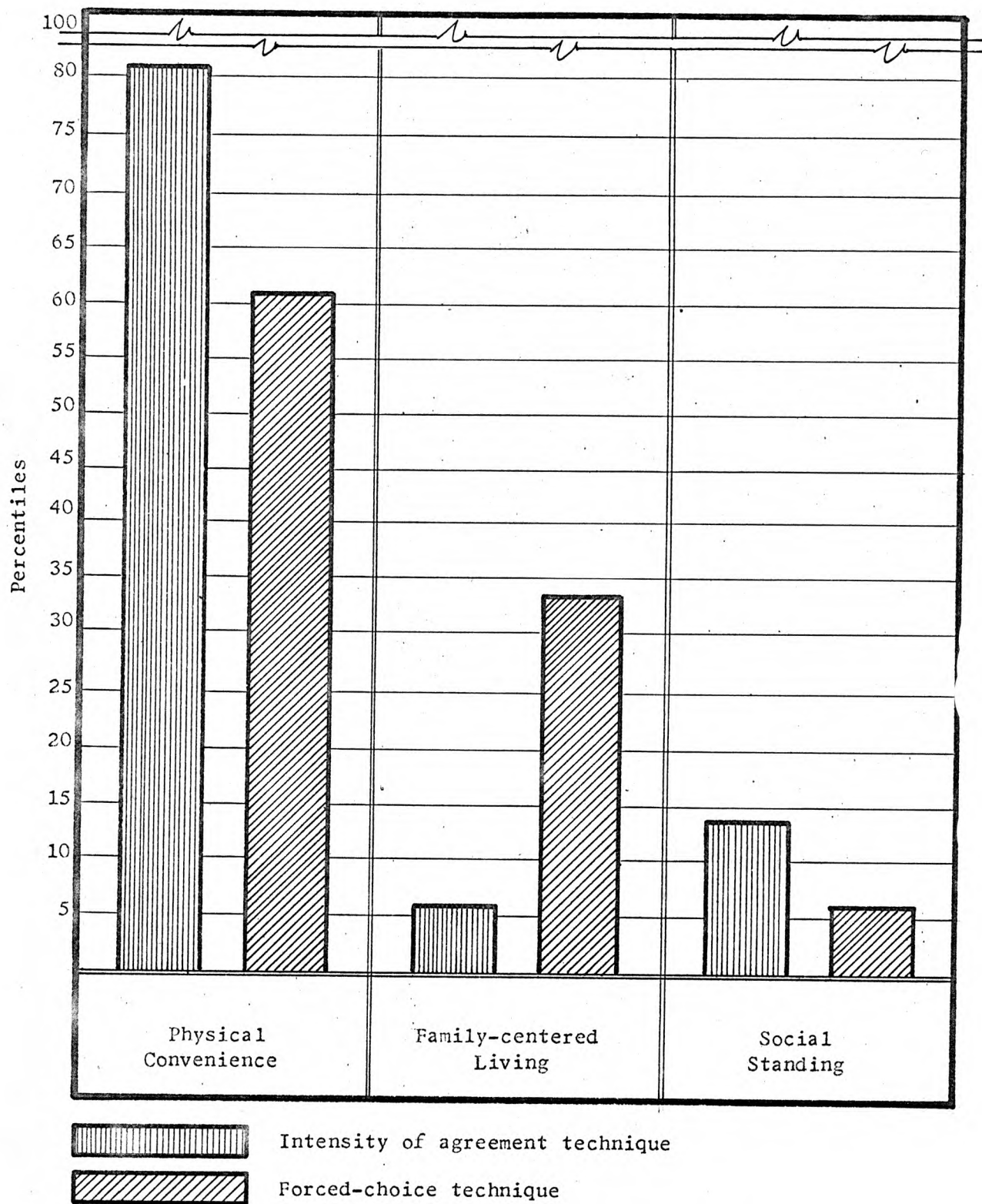


Figure 1. Comparison of first place ranking of values.

living respondents were under 35 years of age, and smaller proportions were between 46 and 65 years than of all respondents (see Table 13).

Table 13. Age of respondent and dominant value.

Values	: Under :		: 35 :		: 36 - 45 :		: 46 - 55 :		: 56 - 65 :		: Over :		: Total :	
	: 35 :		: 36 - 45 :		: 46 - 55 :		: 56 - 65 :		: 65 :		: Total :			
	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-
	ber	cent:	ber	cent:	ber	cent:	ber	cent:	ber	cent:	ber	cent:	ber	cent
All respon-														
dents	35	15	73	30	65	27	47	20	18	8	238 ^a	100		
Physical														
convenience*	15	11	39	29	44	32	29	21	10	7	137**	100		
Family-														
centered*	19	26	23	31	16	21	11	15	5	7	74**	100		
Social														
standing	0	0	5	36	3	21	4	29	2	14	14**	100		

* $\chi^2 = 9.50$; 4 d.f.; $P < .05$

** Ties eliminated.

^a One no response omitted.

Social standing respondents varied even more widely from all respondents. All respondents with this value were over 36 years, and two-thirds were over 45 years of age. The data were almost too small to be meaningful and were not included in the χ^2 test (Table 13).

Age was related to the dominant value. Mean ages were 45 years for family-centered living, 48 for physical convenience, and 52 for social standing respondents.

Figure 2 shows the relationship of respondents' age to dominant value by percentages for each value according to age groupings.

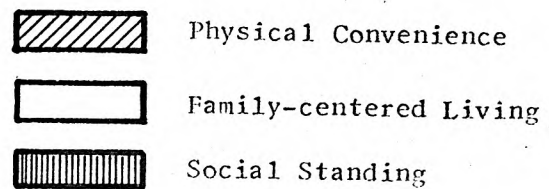


Figure 2. Age of respondent and dominant value.

Education of Respondent. The hypothesis that proportions of respondents in each education group were the same for each value was not rejected. Although there were some variations among age groups, they were not significant (see Table 14).

Table 14. Education of respondents and dominant value.*

Values	: 8th grade :		: Completed :		: College :					
	: or less :		: 9th-11th :		: high school :		: (any or all):		: Total	
	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-
	ber	cent	ber	cent	ber	cent	ber	cent	ber	cent
All respon-	15	6	63	27	99	43	56	24	233**	100
dents										
Physical	13	9	37	27	56	41	31	23	137	100
convenience										
Family-	7	9	16	22	30	41	21	28	74	100
centered										
Social	0	0	6	43	6	43	2	14	14	100
standing										

* Ties eliminated.

** 6 no responses not included.

χ^2 4.65; 6 d.f.; n.s.

Number of Children at Home. The distribution between values of respondents with and without children was observed, as well as the number of children (see Table 15).

Physical convenience was the dominant value of 74 respondents with 149 children living at home. Family-centered living was the dominant value of 49 respondents with 113 children, and social standing was the dominant value of 5 respondents who had 12 children living at home (Table 15).

Table 15. Respondents and children living at home by dominant value.

Values	Number of respondents			Number of children in the families of the respondents
	No children	With children	Total	
Physical convenience	39	74	113 ^a	149
Family-centered living	14	49	63 ^b	113
Social standing	8	5	13 ^c	12
Total	61	128	189	274*

^a 24 no responses not included.

^b 11 no responses not included.

^c 1 no response not included.

* 22 children unaccounted for.

It was hypothesized that the number of children living at home had no relationship to dominant value. This was rejected because the results revealed a distribution which differed from what could have been expected by chance. Supporting data are presented in Table 16.

In the analysis of relation of number of children living at home to dominant value physical convenience was again found to be fairly consistent with all respondents. Slightly larger proportions of physical convenience respondents had no children or only one, and smaller proportions had more children, as compared with all respondents. However, the variation was not significant.

Family-centered living respondents were found to vary more widely from all respondents than physical convenience respondents by number of children

living at home. This value was relatively more important to respondents with children than physical convenience as larger proportions had two or more children.

Social standing respondents varied decidedly from all respondents as 62 percent of those with this value had no children living at home.

Table 16. Number of children living at home and dominant value.

Values	: Respondents by number of children living at home									
	: 0		: 1		: 2		: 3 or more		: Total	
	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-
	ber	cent	ber	cent	ber	cent	ber	cent	ber*	cent
All respon-										
dents	61	32	43	23	39	21	46	24	189 ^a	100
Physical										
convenience	39	35	31	27	18	16	25	22	113 ^b	100
Family-										
centered										
living	14	22	11	18	19	30	19	30	63 ^c	100
Social										
standing	8	62**	1	8	2	15	2	15	13 ^d	100

a 36 no responses not included.

b 24 no responses not included.

c 11 no responses not included.

d 1 no response not included.

* Ties eliminated.

** $\chi^2 = 9.55$; 3 d.f.; $P < .05$.

Thus, dominant value did appear to be related to number of children at home with family-centered living being relatively more important for respondents with 2 or more children, social standing being most important to respondents without children, and physical convenience unrelated to number of children.

Figure 3 shows the relationship of number of children living at home to dominant value by percentages for each value.

Ages of Children at Home. The relationship of the ages of children at home to each dominant value was investigated. Since this investigation was made on the respondents who had children living at home the 62 percent of the social standing respondents, 35 percent of the physical convenience respondents, and 22 percent of the family-centered living respondents who had no children at home were deleted (Table 16).

It was hypothesized that there was no difference in proportion of ages of children for each dominant value. This was rejected based on data in Table 17. The results revealed a distribution which could not have occurred by chance.

Physical convenience was revealed to be relatively more important for respondents with children over 15 years, and less important to those with younger children when the distribution was compared with that of all respondents. Family-centered living was more important to respondents with younger children (15 years and under) than was physical convenience. Social standing was found to be more important to respondents with children 15 and over than was family-centered living and slightly more important than physical convenience.

The dominant value was revealed as being related to ages of children at home with more of the respondents whose dominant values were physical convenience and social standing having children in the 15 and over age group, and more of the respondents with family-centered living having children under 15 years of age. These facts also seem to be related to the age of respondents as those

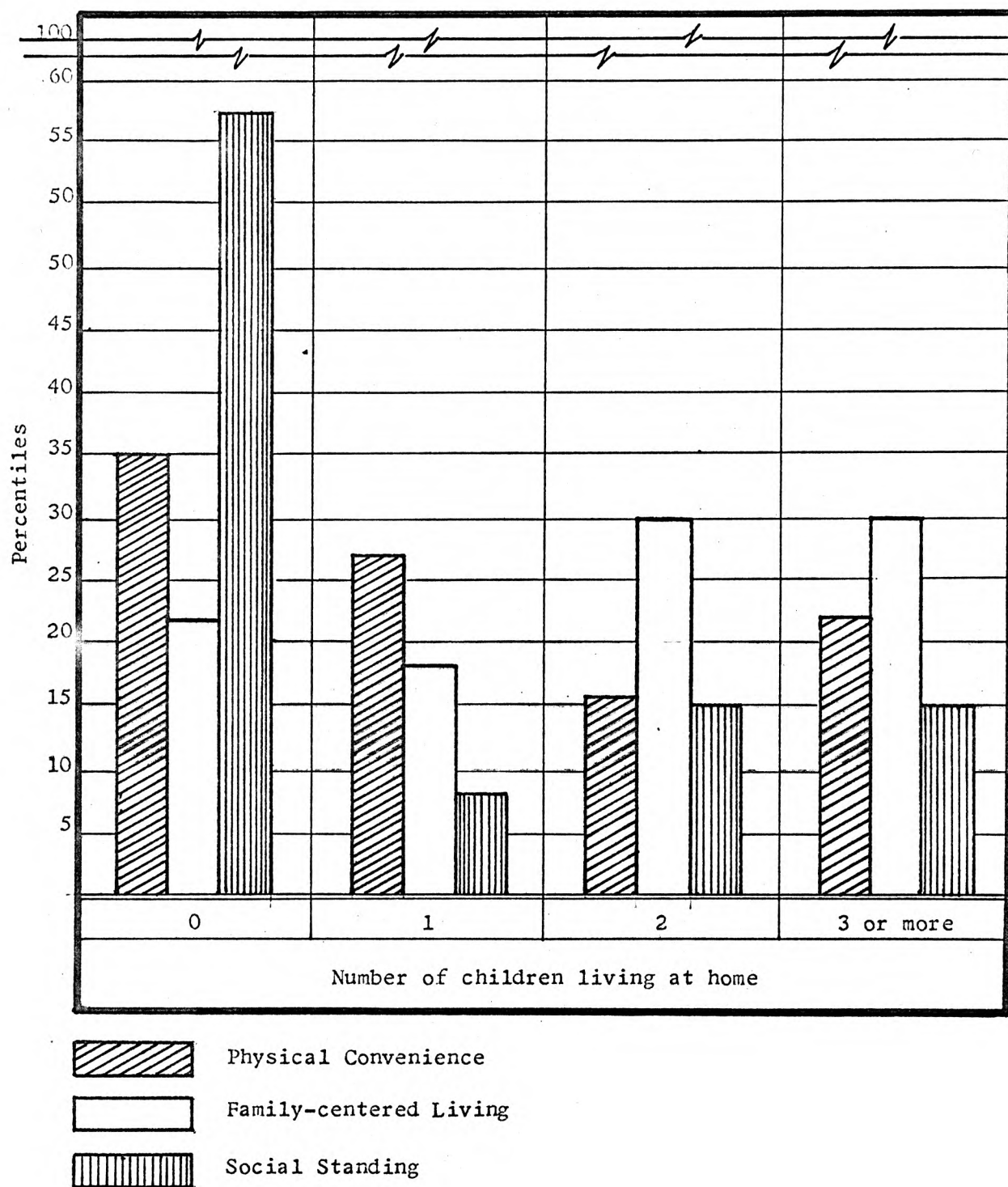


Figure 3. Number of children living at home and dominant value.

Table 17. Ages of children living at home and dominant value.

Values	Ages of children living at home													
	Under	3 to	6 to	12 to	15 to	21 and								
	3	under 6	under 12	under 15	under 21	over	Total							
	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent
All children	16	6	30	11	96	33	58	20	67	23	20	7	287 ^a	100
All respondents	15	7	23	10	65	30	46	21	53	24	18	8	220*	100
Physical convenience respondents	4	3	9	7	34	27	25	20	39	32	13	11	124*	100
Family-centered respondents	10	11	13	15	29	33	20	23	11	13**	4	5	87*	100
Social standing respondents	1	11	1	11	2	22	1	11	3	34	1	11	9*	100

* These responses reflect occurrence of respondents' children in more than one age group and do not correspond with the number of respondents or children for each value. For example, the 49 family-centered living respondents' 113 children were scattered among all age groupings. The 5 social standing respondents had 12 children scattered among all the age groupings.

** $\chi^2 = 18.35$; 5 d.f.; $p < .01$.

a 9 unaccounted for.

with physical convenience and social standing were older than those with family-centered living as a dominant value.

Figure 4 shows the relationship of ages of children living at home to dominant value by percentages for each value.

Agreement of Respondents and Judges in
Rank Ordering of Selected Statements
Relating to Each Value

In the forced-choice technique the three highest ranking statements for each value had been paired with each other. As stated previously the respondents chose the statement that best described their preferences. In nine of the pairs the choice was between statements relating to the same value. These nine pairs are presented in Table 18. The respondents' choices of these nine pairs were used to analyze their agreement with the rank ordering of the judges previously presented in Tables 5, 6, and 7. This analysis was done to determine the consistency of the order in which the respondents and judges considered the statements important.

The extent to which the respondents agreed with the judges was measured by the difference in percentage. It was hypothesized that equal proportions of respondents agreed and disagreed with the judges. Agreement or disagreement was considered significant if variation was more than 10 percent.

In the nine cases investigated there were three cases of significant agreement, five cases of significant disagreement, and one case of no significance. Pairs of statements dealing with physical convenience constituted two of the three cases of significant agreement, while the third case of agreement was a pair of social standing statements. In terms of disagreement there were two cases each of family-centered living and social standing, and one case

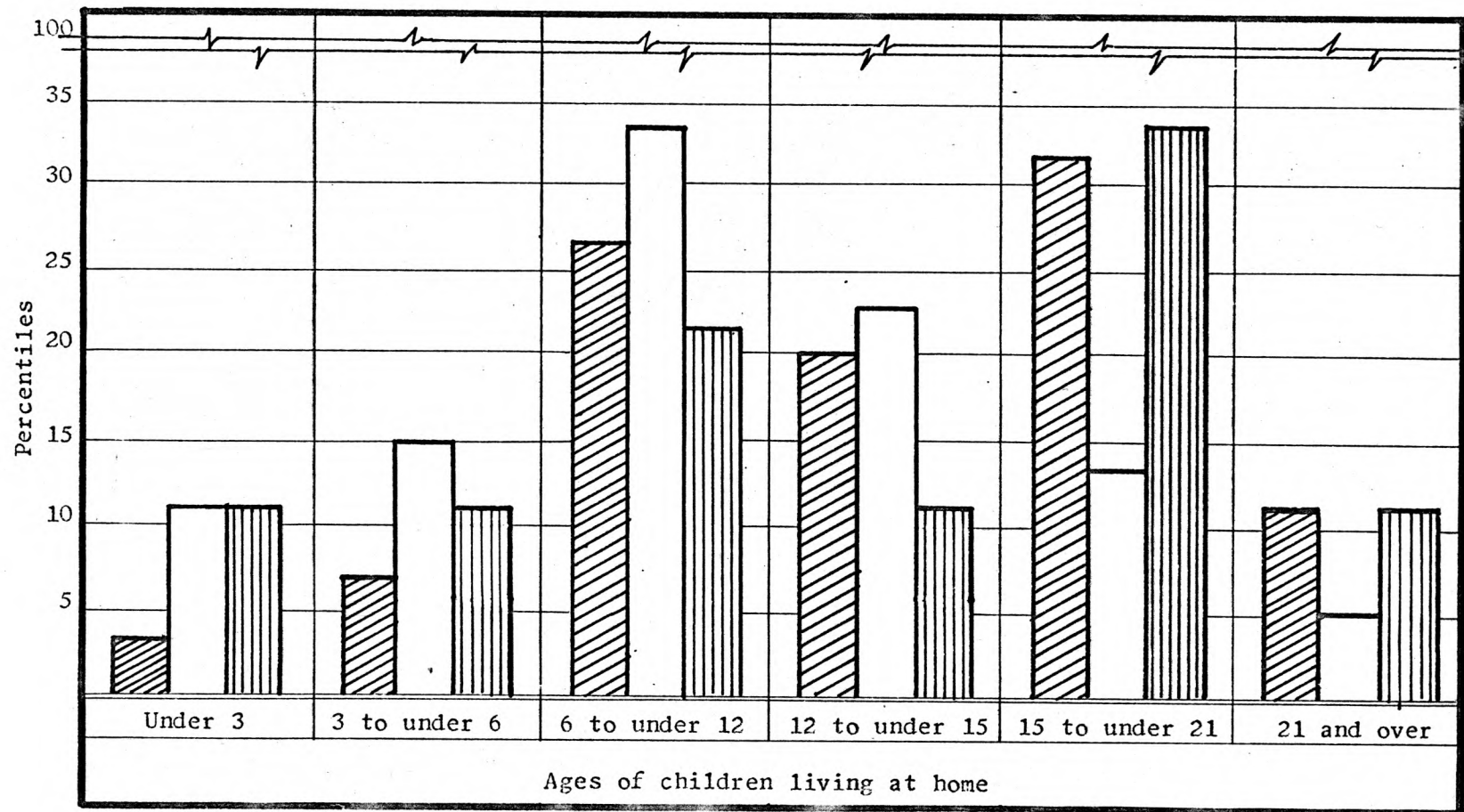


Figure 4. Ages of children living at home and dominant value.

Table 18. Rank ordering of statements by judges and respondents.

		Judges'	:	Respondents'
		rank	:	rank
		order	:	order
Physical Convenience				
Case 1	I would like my kitchen to have cabinets that are a convenient height for me.	2		2
	I would like my kitchen planned and arranged to permit me to do my work quickly and easily.	1		1
Case 2	I would like my kitchen planned and arranged to permit me to do my work quickly and easily.	1		1
	I would like my kitchen to have work centers with supplies and equipment stored in each center.	2		2
Case 3	I would like my kitchen to have work centers with supplies and equipment stored at each center.	1		2
	I would like my kitchen to have cabinets that are a convenient height for me.	2		1
Family-centered Living				
Case 4	I would like my kitchen to be attractive so the family can enjoy it.	2		1
	I would like my kitchen to be part of the family room so I can spend more time with my family.	1		2
Case 5	I would like my kitchen to be part of the family room so I can spend more time with my family.	1		2
	I would like my kitchen to be work saving so I could spend more time with my family.	2		1

Table 18. (concl.)

		Judges' rank order	:	Respondents' rank order
Case 6	I would like my kitchen to be work saving so I can spend more time with my family.	1*		1*
	I would like my kitchen to be attractive so the family can enjoy it.	2		2
Social Standing				
Case 7	I would like my kitchen to have built-in oven and surface units so it would be modern.	1		2
	I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.	2		1
Case 8	I would like my kitchen to be one my friends and neighbors admire.	1		1
	I would like my kitchen to have built-in oven and surface units so it would be modern.	2		2
Case 9	I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.	2		1
	I would like my kitchen to be one my friends and neighbors admire.	1		2

* Not a significant agreement.

of physical convenience statements. The case of no significance was a pair of family-centered living statements. This distribution is presented in Table 19.

Table 19. Distribution of agreement of nine pairs of statements.

Values	:	Agree	:	Disagree	:	Not significant
Physical Convenience		2		1		-
Family-centered Living		-		2		1
Social Standing		1		2		-

The two cases of significant agreement of the physical convenience statements indicated that the judges and respondents considered two of the statements in the same rank order of importance (see Table 18, cases 1 and 2, and Table 19).

Another case of significant agreement was that of social standing statements (Table 18, case 8). This was the "kitchen to be one my friends and neighbors admire" rather than "have built-in oven and surface units so it would be modern".

The family-centered living case of agreement (Table 18, case 6) was not significant, revealing the respondents considered a "kitchen to be work saving so I can spend more time with my family" only slightly more important than a "kitchen attractive so the family can enjoy it".

In the case of disagreement for physical convenience (Table 18, case 3) it was interesting to note that the respondents preferred proper cabinet height over work centers with supplies and equipment stored in each center. Apparently the respondents had experienced the discomfort of low work surfaces and the judges had not. Therefore the respondents felt that poor use of torsal effort was more fatiguing than poor use of pedal effort.

The two cases of disagreement with social standing statements were significant (Table 19). The respondents preferred the statement "I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit" to the other 2 statements (Table 18, cases 7 and 9). The judges had ranked it in third place. Apparently the respondents wanted an attractive kitchen, but not necessarily modern, and they considered friendship more important than friends' admiration.

The two family-centered living cases of disagreement were significant (Table 18, cases 4 and 5, and Table 19). The respondents considered as less important, a "kitchen to be part of the family room so I can spend more time with my family" than the judges who had ranked it first. The respondents placed more importance on an attractive kitchen for the family to enjoy than the judges who had ranked it third.

The lack of agreement with family-centered living and social standing statements lends evidence that other factors might have been involved in the statements, as well as the fact that these values might not have been important to the respondents.

The consideration of social and friendship activities as well as beauty seems indicated for any future studies.

Reactions to a Family-centered Living Statement

During the collection of these data the respondents reacted verbally and negatively to one of the statements used in the intensity of agreement technique: "I would like my kitchen to be large enough to have room for young children to play". The size of the kitchen was not the important factor as the expressions of the respondents always included some version of the words,

"don't want children in my way".

These responses were reflected in the data in that 57 percent disagreed with the statement. The influence of other possible related factors, as age of respondent, number, and ages of children living at home was analyzed.

It was hypothesized that the proportion of agreement or disagreement to this statement would be the same for each age group. This was rejected because the results revealed a distribution which could not have occurred by chance. These data are presented in Table 20.

Table 20. Response to the statement "I would like my kitchen large enough to have room for young children to play" by age of respondent.

Score :		Age of respondents													
for :	Total		Under 25		26 - 35		36 - 45		46 - 55		56 - 65		Over 65		
state-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	Num-	Per-	
ment	ber	cent	ber	cent	ber	cent	ber	cent	ber	cent	ber	cent	ber	cent	
Agree	102	43	1	1	14	14	42*	41	24	23	14	14	7	7	
Dis-															
agree	137	57	5	4	16	12	31	22	41	30	33	24	11	8	
Total	239	100	6	2	30	13	73	30	65	27	47	20	18	8	

* $\chi^2 = 12.628$; 5 d.f.; $p < .05$.

Respondents under 45 years of age more frequently (55 percent) agreed with the statement and those over 45 more frequently (62 percent) disagreed. (Proportion of all respondents over 45 was 55 percent.)

Neither number nor age of children living at home appeared related to the response to the statement (see Tables 21 and 22).

Table 21. Response to the statement "I would like my kitchen to be large enough to have room for young children to play" by number of children living at home.

Rating	: Respondents by number of children living at home :										Total	
	: 0 :		: 1 :		: 2 :		: 3 :		: 4 or more :		Total	
	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent
Agree	23	26	19	21	23	26	20	23	5	4	90 ^a	100
Disagree	42	38	26	23	20	19	16	14	7	6	111 ^b	100

$\chi^2 = 5.496$; 4 d.f.; n.s.

^a 12 no responses not included.

^b 26 no responses not included.

Table 22. Response to the statement "I would like my kitchen to be large enough to have room for young children to play" by age of children living at home.

Rating	: Respondents by ages of children living at home :												Total	
	: 3 to		: 6 to		: 12 to		: 15 to		: 21 and		: Total		Total	
	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent	Num- ber	Per- cent
Agree	12	10	14	12	35	29	28	24	22	18	8	7	119*	100
Disagree	3	3	13	11	33	29	21	18	33	29	11	10	114*	100

$\chi^2 = 8.99$; 5 d.f.; n.s.

* Reflects occurrence of respondents' children in more than one age group and does not correspond with number of respondents or children.

In summary, respondents' age was related to the response to the statement with those who disagreed being older than those who agreed. The number and ages of children living at home were not significant.

SUMMARY

A majority (55 percent) of the 239 Mississippi Home Demonstration Club leaders were 46 years of age and older. More of them had graduated from high school and attended college than all white women in Mississippi or all Home Demonstration Club members.

Two thirds of the respondents had the 296 children living at home, and nearly half of the children were in the families of the respondents who were between 36 and 45 years of age. More than half of the children were between 6 and 15 years of age.

The respondents indicated preference for three values in regard to kitchen design. Physical convenience was significantly dominant as shown by the two testing techniques used: intensity of agreement and forced-choice. The second most dominant value was not clearly defined. Social standing had a slightly larger percentage than family-centered living when the intensity of agreement technique was used. Family-centered living was clearly in second place when forced-choice technique was used, as few respondents preferred social standing.

Relationships were found between certain factors and dominant values. Factors found to be significantly related to the dominant values were age of respondent, number, and ages of children living at home.

Highly significant relationships were revealed between age of respondent and dominant values. The younger (mean age of 45 years) respondents preferred family-centered living, those in the middle (mean age of 48) preferred physical convenience, and the older (mean age of 52) ones chose social standing.

Education of the respondent was not related significantly to any dominant value.

A highly significant relationship was indicated, however, between number of children living at home and dominant value. A majority of respondents with social standing (62 percent) had no children at home, and a majority (60 percent) of family-centered living respondents had two or more children at home. Physical convenience respondents were distributed consistently with all respondents, and therefore the value was unrelated to number of children living at home.

A highly significant relationship was shown between ages of children living at home and dominant value. Family-centered living respondents had younger children with physical convenience and social standing respondents having older children.

The tendency of the respondents to agree with the rank ordering by the judges was investigated. Only the rank order of the three highest ranking statements relating to each value were considered. This was done to determine if both considered the same statements important. Significant differences were found. Respondents agreed significantly with judges' rank ordering on three pairs of the statements and disagreed significantly on five pairs. There was one pair of no significance. There was more disagreement than agreement indicating that the respondents and judges did not consider the same statements important. However they did agree on two pairs of physical convenience statements.

Because of the spontaneous reactions to the statement "I would like my kitchen to be large enough to have room for young children to play", the responses were analyzed. A majority (57%) of the respondents disagreed with the

statement. Relationships were found between age of respondent and the agreement with the statement; more of those who disagreed were older than 46 years and those agreeing were under 45 years of age. Number and/or ages of children living at home did not significantly relate to the agreement with this statement.

CONCLUSIONS

Home economists have not been remiss in their emphasis on work simplification as physical convenience was shown to be the dominant value for these respondents. Throughout the study the dominance of physical convenience was indicated. The respondents substantially agreed with the statements relating to this value in both measuring techniques. The agreement with the judges' rank ordering of physical convenience statements was higher than for the other values. This tendency of agreement might be interpreted as giving credence to the fact that the testing device at least measured physical convenience as a value. Also, the distribution of physical convenience respondents was consistent with that of all respondents throughout the study.

Evidently the leaders did recognize the potentials of work simplification. In addition their tendency to adopt the popular "thing to do" must have been transitory and superficial, and of no great importance. The emphasis on physical convenience should be continued.

The values of family-centered living and social standing should not be ignored, however. The young respondent with children was family-centered, and this should be considered in program planning. The older respondent without children placed social standing as important, and this too should not be ignored.

There were implications that other values, such as beauty, friendship and social activities, should also be considered in future studies. Increased emphasis on these values might strengthen the kitchen planning phase of Mississippi Agricultural Extension Service programs.

The limitations of this study are recognized in terms of the possible bias in the selection of respondents used. Although the results have direct implications for the writer in her work these results might be useful in planning programs for similar groups by other workers in this field.

ACKNOWLEDGMENTS

This writer wishes to express her gratitude to all who have assisted in making this study possible. Special gratitude is expressed to Miss Tessie Agan, Associate Professor of Department of Family Economics under whose guidance this investigation was planned and carried out, who was most generous with her time, efforts, encouragement, and valuable suggestions.

Gratitude is also expressed to Dr. Richard L. D. Morse, Head and Professor of Department of Family Economics for suggestions in setting up the study, for giving constructive criticism of the manuscript, and for his encouragement.

The writer also wishes to express appreciation to Mr. Leslie F. Marcus, Assistant Professor of Statistics and Statistical Laboratory for his invaluable assistance in analyzing and interpreting the data.

Appreciation is expressed to all the "judges" who contributed to the study, to the Home Demonstration Agents in Mississippi who cooperated, and to the participating Home Demonstration Club leaders for providing a means to analyze values relating to kitchen design.

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APPENDICES

APPENDIX A**Letter to Home Demonstration Agents**

COOPERATIVE EXTENSION WORK IN AGRICULTURE
AND HOME ECONOMICS STATE OF MISSISSIPPI

Mississippi State University and U. S. Extension Service, County Agent
Department of Agriculture Cooperating And Home Demonstration Work

State College, Mississippi
March 30, 1960

To: Agent Addressed:

Will you help me get some material for my thesis?

I am doing some preliminary work on it this semester and plan to do the research next winter when I am back in Mississippi.

Please ask the women at your next club meeting, if there is time, to write down in their opinion what a kitchen should be. It can be rough and informal but specific.

Let them write it without any further prompting from you, if they will. Should you need to help them these are the things you might suggest:

"My opinion is that a kitchen should be attractive, convenient, a place for the family, a place for company, safe, _____, etc. An attractive kitchen should _____ ask them to name 3 definite things, more if possible. A convenient kitchen should be _____."

Should you need any further explanation please write me.

I do not care about names or signatures and you need not have the statements typed before sending them to me.

Thank you very much for your cooperation.

Sincerely,

Frances Fortenberry

Frances Fortenberry, Extension
Rural Electrification Specialist

P.S Address:

Assistant Instructor
Department of Family Economics
Justin Hall
Kansas State University
Manhattan, Kansas

cc: Miss Gaddis
District Agents

FF:ch

APPENDIX B

List of Home Economists asked to be Judges

List of Home Economists who were asked to serve as Judges:

Federal Extension Service:

Stella Mitchell, Work Simplification and Home Management Specialist,
Federal Extension Service, U.S.D.A., Washington.

Alabama Extension Service:

Elizabeth Bryan, Home Management Specialist.

Georgia Extension Service:

Doris Oglesby, Head, Department of Home Improvement.

Kansas Extension Service:

Mrs. Roger Boren, Consumer Information Specialist.

Vera Ellithorpe, Home Management Specialist.

Mrs. Ethel Self, Home Management Specialist.

Mississippi Extension Service:

Mrs. Julia Barnes, Home Demonstration Agent.

Jimmie Ruth Barton, Assistant Home Demonstration Agent.

Charlene Braddock, Assistant Home Demonstration Agent.

Mrs. Gladys Boyette, Specialist in Foods and Nutrition.

Mrs. Bettina A. Caldwell, Assistant Home Demonstration Agent.

Dorothy Clark, Specialist in Home Management.

Mrs. Joyce Clark, Home Demonstration Agent.

Mrs. Nancy Critz, 4-H Club Specialist.

Marguerite Davis, Specialist in Clothing.

Sarah Fountain, Specialist in Home Furnishings.

Earle Gaddis, State Home Demonstration Agent.

Montine Gray, Assistant Home Demonstration Agent.

Mississippi Extension Service (cont'd.)

Charlotte Hogue, Assistant Home Demonstration Agent.

Christine Hollis, Home Demonstration Agent.

Mrs. Lula W. Jamieson, Assistant Home Demonstration Agent.

Helen Johnson, 4-H Club Specialist.

Bettie R. Kinard, Assistant Home Demonstration Agent.

Mrs. Doris K. Lee, Assistant Home Demonstration Agent.

Mrs. Helen Maines, Home Demonstration Agent.

Sara McNeill, Assistant Home Demonstration Agent.

Mrs. Lucille Montgomery, Specialist in Program Planning and Organization.

Edwina Morris, Specialist in Foods and Nutrition.

Gloria Ann O'Cain, Assistant Home Demonstration Agent.

Ruth Rhodes, Assistant Home Demonstration Agent.

Myra Simpson, Assistant Home Demonstration Agent.

Martha Ann Smith, Assistant Home Demonstration Agent.

Bonita Spence, Associate Home Demonstration Agent.

Shirley Weatherbee, Assistant Home Demonstration Agent.

Nebraska Extension Service:

Mrs. Jerre Withrow, Specialist in Housing.

Kansas State University:

Mrs. Claudia McCartor, graduate student, Department of Clothing and Textiles.

Patty J. Smith, Instructor, Department of Family Economics.

Mrs. Marjorie Warta, graduate student, Department of Family Economics.

Janet Wilson, Assistant Professor, Department of Family Economics.

Mississippi State University:

Virginia Ferguson, Home Economics Research, Experiment Station.

Mrs. Grace Hunt, graduate student, Department of Home Economics.

Electric Utilities:

Margaret Gaston, Home Economist, 4-County Electric Power Association.

Mrs. Lillian Hicks, Home Economist, Tennessee Valley Authority.

Ann Townsend, Home Economist, 4-County Electric Power Association.

APPENDIX C

Letter and Instructions to Judges



JUDGES INSTRUCTION SHEET

This study is concerned with value pattern orientations of homemakers toward kitchen design. A set of value patterns were first described by Beyer in The Cornell Kitchen. The classification of these socio-psychological value orientations are those in which the homemaker's emphasis is (consciously or unconsciously) on family-centered living, social standing, physical convenience and aesthetics.

The value patterns that have been selected for this study are family-centered living, social standing, and physical convenience. The writer feels that these three values patterns are the most important to the Mississippi homemakers. The fourth value, aesthetics, was not included in this study. The development of a suitable measuring device for this value pattern seemed difficult because it appeared to be closely related to social standing and is largely a matter of personal taste.

The purpose of this study will be to determine which, if any, of these three classes of values has the greatest influence on the selection by Mississippi Home Demonstration Club women of kitchen design and arrangement.

DEFINITIONS

The value patterns will be used in the following sense in this study:

Physical convenience (work simplification). The homemaker with this value pattern will look for design, arrangement and equipment to help her do kitchen tasks the easiest, quickest, and simplest way possible. She will value, over and above all others, features that conserve her time and energy.

Social standing (prestige). The homemaker with this value pattern will be concerned with "keeping-up-with-the-Joneses." She will prefer a kitchen that is currently fashionable, particularly among the group she admires. Pride of ownership of the popular, in her social group, is important to her.

Family-centered living (family centrism). The homemaker with this value pattern has a close social and psychological relationship with other family members. There is a close unity among the members and a kitchen will permit her activities to be performed while in contact with the other members of the family.

DIRECTIONS

1. Separate statements into categories.

You will find enclosed the set of cards bearing statements concerning kitchens. Please sort them according to the categories mentioned below. Base your decision on the descriptions as this is not your opinion. The statements may or may not divide evenly among the categories.

Categories:

- A. Those statements that apply to physical convenience.
- B. Those statements that apply to social standing.
- C. Those statements that apply to family-centered living.
- D. Unclassifiable.

2. Rank the statements in categories A, B, and C.

Take each category separately and rank the statements in descending order of importance. As you finish each category move to the next.

3. Record your ranks on ranking sheet.

Look at the attached Ranking sheet. Observe the three columns A, B, and C. Place the code letter of the statements you selected in the descending order of importance for physical convenience under column A. Proceed in similar fashion with columns B and C.

RANKING SHEET

Definitions:

Physical convenience (work simplification). The homemaker with this value pattern will look for design, arrangement, and equipment to help her do the kitchen tasks the easiest, quickest, and simplest way possible. She will value, over and above all others, features that conserve her time and energy.

Social standing (prestige). The homemaker with this value pattern will be concerned with "keeping-up-with-the-Joneses." She will prefer a kitchen that is currently fashionable, particularly among the group she admires. Pride of ownership of the popular, in her social group, is important to her.

Family-centered living (family Centrism). The homemaker with this value has a close social and psychological relationship with other family members. There is a close unity among the members and a kitchen will be selected that will encourage this unity. Such a kitchen will permit her activities to be performed while in contact with the other members of the family.

Ranking:

A. Physical Convenience		B. Social Standing		C. Family-Centered living	
<u>Rank</u>	<u>Code letter</u>	<u>Rank</u>	<u>Code letter</u>	<u>Rank</u>	<u>Code letter</u>
(most) 1.		(most) 1.		(most) 1.	
2.		2.		2.	
3.		3.		3.	
4.		4.		4.	
5.		5.		5.	
6.		6.		6.	
7.		7.		7.	
8.		8.		8.	
9.		9.		9.	
10.		10.		10.	

COOPERATIVE EXTENSION WORK IN AGRICULTURE AND HOME ECONOMICS
Mississippi State University and U. S. Department of
Agriculture Cooperating
State of Mississippi

Extension Service
Home Demonstration Work
County Agent Work

State College, Mississippi
June 21, 1960

Dear Fellow Home Economist:

I am engaged as a specialist in rural home electrification with Mississippi Agricultural Extension Service. My program includes study of kitchens and other related areas.

I am at present studying toward a Masters of Science degree in Family Economics at Kansas State University. I am in the process of preparing an instrument to use in the collection of data for my thesis. I need the reaction of experts to the material I propose to use, so I am asking if you will act as one of a group of judges. Your knowledge and experience will be valuable in the preparation of the instrument. The material and instructions are enclosed.

The study is to determine the influence of certain value patterns on the selection of kitchens. The results of the study will furnish guideposts in planning my work. Mississippi Home Demonstration club women will be the cooperators.

I realize that your participation in this part of the study will be time consuming. However, I will count your contribution as invaluable to my effort in understanding the factors that influence the selection of kitchen design.

May I hope to have your response at your earliest convenience.

Thank you very much for your time and cooperation.

Sincerely yours,

Frances Fortenberry
Frances Fortenberry, Rural
Electrification Specialist

ch

Enclosures

- A. A kitchen should please the homemaker regardless of what others may think.
- B. A kitchen should have utensils and supplies at first place of use and within easy reach for the homemaker.
- B-1. A kitchen should have built-in oven and surface units for convenience.
- C. A kitchen should be attractive enough to invite friends in for a cup of coffee or a visit.
- C-1. A kitchen should have natural wood cabinets to save time in care and cleaning.
- D. A kitchen should have an eating area for family meals.
- D-1. A kitchen should be the most modern room in the house with such things as decorator hinges and pulls on the doors, stainless steel or copper used, exhaust fan over range, and cabinets of wood paneling.
- E. A kitchen should be a source of pride and joy.
- F. A kitchen should be attractive so the family will enjoy it.
- G. A kitchen should have a built-in barbecue spit in order to be modern.
- G-1. A kitchen should have built-in oven and surface units in order to be modern.
- H. A kitchen should be planned and arranged to permit the homemaker to do her work easily and quickly.
- I. A kitchen should be large enough to allow at least two members of the family to work at the same time.
- J. A kitchen should express the homemaker's personality.
- K. A kitchen should be a part of the family room so the family can spend more time together.
- L. A kitchen should have a mixing center with all the supplies and equipment stored there.
- M. A kitchen should be the most modern room in the house with such things as decorator hinges and pulls on the doors.
- M-1. A kitchen should be the most modern room in the house with such things as stainless steel or copper used, and exhaust fan over range.
- N. A kitchen should have natural wood cabinets and black wrought iron hinges and door pulls in order to be admired by friends and neighbors.
- N-1. A kitchen should have natural wood cabinets in order to be admired by friends and neighbors.
- O. A kitchen should have easy to clean and care for surfaces, on floors, counters, and cabinets.
- P. A kitchen should be large enough to have room for young children to play.
- Q. A kitchen to be up-to-date should have a new "squared" refrigerator.
- R. A kitchen should have cabinets of convenient height for the homemaker.
- S. A kitchen should be work saving so the homemaker could spend more time with her family.
- T. A kitchen should be one that friends and neighbors admire.
- T-1. A kitchen should have work centers with the supplies and equipment stored in each center.
- U. A kitchen should be air conditioned in order to invite your friends in to visit.
- V. A kitchen should be the center of all activities in the home.
- W. A kitchen should have cabinets adequate in size for storage of items needed in the kitchen.
- X. A kitchen should please the family no matter what others may think.
- Y. A kitchen should be well lighted with natural and artificial lighting. It should have a light source at each area like the sink, range, and mix area.
- Z. A kitchen should have an exhaust fan over the range.

APPENDIX D**Schedule**

Col.
No.

SURVEY OF HOME DEMONSTRATION CLUB WOMEN

Name _____

Address _____

County _____

Family Number _____ (Do not fill in)

Be Sure To Fill Out Every Question

A. Personal Data

1. What is the last grade you completed?

- (1) Less than 8th grade _____
 (2) 8th grade completed _____
 (3) 9th - 11th (some or all) _____
 (4) 12th grade completed _____
 (5) Attended college(not business school) _____
 (6) College graduate _____
 (7) Post graduate (any) _____

2. What is the age grouping nearest your age?

- (1) Under 25 _____
 (2) 26 - 35 _____
 (3) 36 - 45 _____
 (4) 46 - 55 _____
 (5) 56 - 65 _____
 (6) Over 65 _____

3. How many children live at home? _____

4. What are the ages of children living at home at present?
(Give number in each age group).

- Under 1 year _____
 1 year to under 3 years _____
 3 years to under 6 years _____
 6 years to under 12 years _____
 12 years to under 15 years _____
 15 years to 21 years _____
 Over 21 _____

(More)

16

5. What is the age of house where you live?

- (1) Less than 5 years old _____
- (2) 5 to 14 years old _____
- (3) 15 to 29 years old _____
- (4) 30 to 50 years old _____
- (5) Over 50 years old _____
- (6) Unknown _____

6. How long have you lived in house?

17

- (1) Less than 1 year _____
- (2) 1 to 4 years _____
- (3) 5 to 9 years _____
- (4) 10 to 20 years _____
- (5) Over 20 years _____

7. Check One

18

- (1) Do you own your home? _____
- (2) Or rent _____
- (3) Neither _____

8. Have you made any improvements in the kitchen in the last five years?

19

- (1) Yes _____
- (2) No _____

9. What improvements have you made, if any? (Check all that you did.)

20

a. Enlarged kitchen _____

21

b. Remodeled entire kitchen _____

22

c. Built or installed new cabinets _____

23

d. Installed running water _____

24

e. Purchased new equipment (like range, refrigerator) _____

25

f. New flooring or covering _____

26

g. New counter surfaces _____

27

h. Painted _____

28

i. New lighting fixture _____

29

j. List other improvements _____

(More)

B. The Questionnaire

This study is to find out what Home Demonstration Club members feel is important in a kitchen. When you fill out this questionnaire you will be speaking for all Mississippi Home Demonstration club women. The opinions of informed women will benefit the Extension Service as it evaluates and revises its educational material.

Read each of the following statements. Decide the extent to which you agree or disagree. Check in one of the five columns to the right what your stand is. There is no right or wrong answer. Please indicate your reaction to every statement. Don't omit a single one.

		CHECK ONLY ONE (X)				
		Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
30	10. I would like my kitchen to be a part of the family room so I can spend more time with my family.	(1)	(2)	(3)	(4)	(5)
31	11. I would like my kitchen planned and arranged to permit me to do my work easily and quickly.	(1)	(2)	(3)	(4)	(5)
32	12. I would like my kitchen to be one my friends and neighbors admire.	(1)	(2)	(3)	(4)	(5)
33	13. I would like my kitchen to be work saving so I can spend more time with my family.	(1)	(2)	(3)	(4)	(5)
34	14. I would like my kitchen to have work centers with supplies and equipment stored in each center.	(1)	(2)	(3)	(4)	(5)
35	15. I would like my kitchen to have built-in oven and surface units so it would be modern.	(1)	(2)	(3)	(4)	(5)
36	16. I would like my kitchen to be attractive so the family can enjoy it.	(1)	(2)	(3)	(4)	(5)

(More)

		: CHECK ONLY ONE (X)				
		: Strongly Agree	: Agree	: Undecided	: Disagree	: Strongly Disagree
37	17. I would like my kitchen to have cabinets that are a convenient height for me.	(1)	(2)	(3)	(4)	(5)
38	18. I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.	(1)	(2)	(3)	(4)	(5)
39	19. I would like my kitchen to please the family no matter what others may think.	(1)	(2)	(3)	(4)	(5)
40	20. I would like my kitchen to be well lighted with natural and artificial lighting, with a light source at each area such as the sink, range and mix area.	(1)	(2)	(3)	(4)	(5)
41	21. I would like my kitchen to be large enough to have room for young children to play.	(1)	(2)	(3)	(4)	(5)
42	22. I would like to have the utensils and supplies at first place of use and within easy reach for me.	(1)	(2)	(3)	(4)	(5)
43	23. I would like my kitchen to be the most modern room in the house with decorator hinges and pulls on the doors, stainless steel or copper, exhaust fan over the range, and cabinets of wood paneling.	(1)	(2)	(3)	(4)	(5)

(More)

- 50 7. (1) I would like my kitchen to have built-in oven and surface
 units so it would be modern.
- (2) I would like my kitchen planned and arranged to permit me to
 do my work easily and quickly.
- * * * * *
- 51 8. (1) I would like my kitchen to be attractive so the family can
 enjoy it.
- (2) I would like my kitchen to be a part of the family room so I
 can spend more time with my family.
- * * * * *
- 52 9. (1) I would like my kitchen to have cabinets that are a convenient
 height for me.
- (2) I would like my kitchen to be attractive so the family can
 enjoy it.
- * * * * *
- 53 10. (1) I would like my kitchen to be one my firends and neighbors
 admire.
- (2) I would like my kitchen to be a part of the family room so I
 can spend more time with my family.
- * * * * *
- 54 11. (1) I would like my kitchen to have built-in oven and surface
 units so it would be modern.
- (2) I would like my kitchen to be work saving so I could spend
 more time with my family.
- * * * * *
- 55 12. (1) I would like my kitchen to be attractive enough to invite
 friends in for a cup of coffee and a visit.
- (2) I would like my kitchen to be a part of the family room so I
 can spend more time with my family.
- * * * * *
- 56 13. (1) I would like my kitchen to have built-in oven and surface units
 so it would be modern.
- (2) I would like my kitchen to be attractive enough to invite
 friends in for a cup of coffee and a visit.
- * * * * *

(More)

57 14. (1) I would like my kitchen to be one my friends and neighbors
admire.

(2) I would like my kitchen to have cabinets that are a convenient
height for me.

* * * * *

58 15. (1) I would like my kitchen to have work centers with supplies and
equipment stored at each center.

(2) I would like my kitchen to be a part of the family room so I can
spend more time with my family.

* * * * *

59 16. (1) I would like my kitchen to have work centers with the supplies
and equipment stored in each center.

(2) I would like my kitchen to have built-in oven and surface units
so it would be modern.

* * * * *

60 17. (1) I would like my kitchen planned and arranged to permit me to do
my work easily and quickly.

(2) I would like my kitchen to be attractive so the family can enjoy it.

* * * * *

61 18. (1) I would like my kitchen to be work saving so I could spend more
time with my family.

(2) I would like my kitchen to have work centers with supplies and
equipment stored in each center.

* * * * *

62 19. (1) I would like my kitchen to be a part of the family room so I can
spend more time with my family.

(2) I would like my kitchen to be work saving so I could spend more
time with my family.

* * * * *

63 20. (1) I would like my kitchen planned and arranged to permit me to do
my work easily and quickly.

(2) I would like my kitchen to have work centers with the supplies
and equipment stored in each center.

* * * * *

(More)

- 64 21. (1) I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.
- (2) I would like my kitchen to have work centers with the supplies and equipment stored in each center.

* * * * *

- 65 22. (1) I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.
- (2) I would like my kitchen to be one friends and neighbors admire.

* * * * *

- 66 23. (1) I would like my kitchen planned and arranged to permit me to do my work easily and quickly.
- (2) I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.

* * * * *

- 67 24. (1) I would like my kitchen to be a part of the family room so I can spend more time with my family.
- (2) I would like my kitchen to have cabinets that are a convenient height for me.

* * * * *

- 68 25. (1) I would like my kitchen to have work centers with supplies and equipment stored at each center.
- (2) I would like my kitchen to have cabinets that are a convenient height for me.

* * * * *

- 69 26. (1) I would like my kitchen to be one my friends and neighbors admire.
- (2) I would like my kitchen to have built-in oven and surface units so it would be modern.

* * * * *

- 70 27. (1) I would like my kitchen to be work saving so I can spend more time with my family.
- (2) I would like my kitchen to be attractive so the family can enjoy it.

* * * * *

(More)

- 71 28. (1) I would like my kitchen to be work saving so I can spend more time with my family.
- (2) I would like my kitchen to be attractive enough to invite friends in for a cup of coffee and a visit.
- * * * * *
- 72 29. (1) I would like my kitchen to be attractive so the family will enjoy it.
- (2) I would like my kitchen to be one my friends and neighbors admire.
- * * * * *
- 73 30. (1) I would like my kitchen to be one friends and neighbors admire.
- (2) I would like my kitchen to be work saving so I could spend more time with my family.
- * * * * *
- 74 31. (1) I would like my kitchen planned and arranged to permit me to my work easily and quickly.
- (2) I would like my kitchen to be one my friends and neighbors admire.
- * * * * *
- 75 32. (1) I would like my kitchen to be attractive so the family can enjoy it.
- (2) I would like my kitchen to have work centers with supplies and equipment stored in each center.
- * * * * *
- 76 33. (1) I would like my kitchen to have work centers with supplies and equipment stored in each center.
- (2) I would like my kitchen to be one my friends and neighbors admire.
- * * * * *
- 77 34. (1) I would like my kitchen to have cabinets that are a convenient height for me.
- (2) I would like my kitchen to be work saving so I can spend more time with my family.
- * * * * *

(More)

78 35. (1) I would like my kitchen to have built-in oven and surface units so it would be modern.

(2) I would like my kitchen to have cabinets that are a convenient height for me.

* * * * *

79 36. (1) I would like my kitchen to be attractive so the family can enjoy it.

(2) I would like my kitchen to have built-in oven and surface units so it would be modern.

* * * * *

Thank you.

APPENDIX E

Location of Counties in the Study



MEASUREMENT OF VALUES RELATING
TO KITCHEN DESIGN

by

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AN ABSTRACT OF A MASTER'S THESIS

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Values are "tools" used in the processes of choosing and selecting courses of action and as such are considered to influence kitchen design. Those influencing kitchen design have been classified as social standing, aesthetics, physical convenience, and family-centered living.

This study is concerned with the dominant value of 239 Mississippi Home Demonstration Club leaders in 1961. The objectives were: (1) to test the hypothesis that of the values relating to kitchen design physical convenience was more important than social standing and family-centered living to selected Mississippi Home Demonstration Club leaders; and (2) to determine relationship of age and education of leaders, number and ages of children living at home to dominant value.

The data were collected from leaders in 15 Mississippi counties. More than half of the respondents were found to be middle aged and had completed high school or attended college. Two thirds of the respondents had 296 children living at home, with 48 percent of the children in the families of the respondents between 36 and 45 years of age. More than half of the children were ages 6 to under 15.

Three of the four values were selected for consideration in this study, physical convenience, family-centered living, and social standing. Two techniques, intensity of agreement and forced-choice, were used to determine the dominance of the values. A panel of judges classified and rank ordered the statements relating to each of the values which were used in the testing device.

The respondents rated all the statements in terms of agreement, and selected the statement they preferred from pairings of the three statements

relating to each value ranked highest. The responses were summed with the value receiving the highest score considered to be the dominant value.

The dominance of the value physical convenience was highly significant in both techniques. The second most dominant value was not clearly indicated as family-centered living and social standing reversed positions in the two techniques.

Data from the intensity of agreement method were not used in any further analysis as the respondents tended to agree with all the statements. Data obtained by the forced-choice method were used to analyze the relationship of certain variables to dominant value. The variables were age and education of respondent, number and ages of children living at home.

Age of the respondent related significantly to the dominant value as the family-centered living respondents were youngest, the physical convenience respondents were in the middle, and those with social standing as a dominant value were the oldest. Education of respondent was not found to be related significantly to any dominant value.

The relationship of number of children living at home to dominant value revealed the respondents without children preferred social standing and those with children living at home preferred family-centered living. Physical convenience was unrelated to number of children at home. The childrens' ages also were related to dominant value. The respondents with family-centered living as a dominant value had younger children than the other respondents. Physical convenience and social standing were more important to respondents with children over 15 years of age.

The respondents' tendency to disagree with the judges' rank ordering of two pairs of both family-centered living and social standing statements was significant. These statements were evidently not of the same importance to the respondents as to the judges. There was, however, significant agreement with two pairs of physical convenience and one pair of social standing statements.

The family-centered living statement "I would like my kitchen to be large enough to have room for young children to play" was disagreed with by a majority of the respondents. The only factor shown to be significantly related was the age of the respondent. The respondents who disagreed with the statement were older (62 percent over 45 years of age) than those who agreed. Respondents of these ages likely had no children at home. The number and ages of children living at home were not significantly related.

The implications are that home economists should continue to emphasize work simplification, but should not ignore family-centered living and social standing. Family-centered living was important to the young respondent with children and social standing was important to the older respondent without children. The importance of still other values seemed implied.

The inclusion of these values in the kitchen planning programs will strengthen that phase of Mississippi Agricultural Extension Service programs and might be useful to other workers in this field.